

AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method of applying a plurality of common metrics to a product lifecycle, said method comprising:
 identifying a plurality of product phases that correspond to ~~[[the]]~~ a product lifecycle;
 selecting a common metric from a plurality of common metrics, one of the common metrics from the plurality of common metrics, wherein the selected common metric is applicable ~~spans the product lifecycle and corresponds to~~ each of the plurality of product phases;
 identifying a weighted priority of the selected common metric;
for each of the plurality of product phases, utilizing a processor to generate an amount of phase goals for the selected common metric generating a number of phase goals for each of the plurality of product phases, wherein the amount of the phase goals generated for each of the plurality of product phases is dependent ~~number is based upon~~ the weighted priority of the selected common metric;
 applying the generated number of phase goals for each of the plurality of product phases to their corresponding plurality of product phases; and
 executing each of the plurality of product phases using ~~[[the]]~~ their corresponding generated number of phase goals.
2. (Canceled)
3. (Original) The method of claim 1 further comprising:

receiving one or more feedback responses from one or more feedback sources;
analyzing one of the feedback responses; and
generating each of the common metrics in response to the analysis.

4. (Canceled)
5. (Original) The method of claim 3 wherein at least one of the feedback sources is selected from the group consisting of a customer survey, a help line response, a technical support response, and a field report.
6. (Original) The method of claim 1 wherein at least one of the plurality of product phases is selected from the group consisting of a planning phase, a design phase, a development phase, a test phase, and a release phase.
7. (Original) The method of claim 1 wherein the method is performed using an electronic computing device.
8. (Canceled)
9. (Canceled)
10. (Canceled)
11. (Canceled)
12. (Canceled)
13. (Canceled)
14. (Canceled)
15. (Canceled)
16. (Canceled)
17. (Canceled)
18. (Canceled)

19. (Canceled)
20. (Canceled)
21. (Currently Amended) A ~~computer-implemented method of applying a plurality of common metrics to a product lifecycle, said method~~ comprising:
 - receiving one or more feedback responses from one or more feedback sources, the feedback responses corresponding to the product lifecycle;
 - analyzing one of the feedback responses;
 - generating ~~each of the common metrics~~ a common metric in response to the analysis;
 - identifying a plurality of product phases that correspond to ~~[[the]]~~ a product lifecycle;
 - selecting the common metric, ~~one of the common metrics from the plurality of common metrics~~, wherein the selected common metric is applicable ~~spans the product lifecycle and corresponds to~~ each of the plurality of product phases;
 - identifying a weighted priority of the selected common metric;
 - for each of the plurality of product phases, utilizing a processor to generate an amount of phase goals for the selected common metric ~~generating a number of phase goals for each of the plurality of product phases~~, wherein the amount of the phase goals generated for each of the plurality of product phases is dependent ~~number is based upon~~ the weighted priority of the selected common metric;
 - applying the generated number of phase goals for each of the plurality of product phases to their corresponding plurality of product phases; and
 - executing each of the plurality of product phases using ~~[[the]]~~ their corresponding generated number of phase goals.

22. (Currently Amended) A computer-implemented method of applying a plurality of common metrics to a product lifecycle, said method comprising:
- receiving one or more feedback responses from one or more feedback sources, the feedback responses corresponding to the product lifecycle;
- analyzing one of the feedback responses, wherein the analyzing further includes assigning a weighted priority to correspond to the selected feedback response;
- generating ~~each of the common metrics~~ a common metric in response to the analysis;
- identifying a plurality of product phases that correspond to ~~[[the]]~~ a product lifecycle;
- selecting the common metric, ~~one of the common metrics from the plurality of common metrics,~~ wherein the selected common metric ~~is applicable~~ spans the product lifecycle and corresponds to each of the plurality of product phases;
- identifying a weighted priority of the selected common metric;
- for each of the plurality of product phases, utilizing a processor to generate an amount of phase goals for the selected common metric generating a number of phase goals for each of the plurality of product phases, wherein the amount of the phase goals generated for each of the plurality of product phases is dependent ~~number is based upon~~ the weighted priority of the selected common metric;
- applying the generated number of phase goals for each of the plurality of product phases to their corresponding plurality of product phases; and
- executing each of the plurality of product phases using ~~[[the]]~~ their corresponding generated number of phase goals.
23. (Canceled)

24. (Canceled)